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## PLAYSKOOL POPPIN' PARK ELEFUN BUSY BALL POPPER Toy Wins Infant/Toddler Toy of the Year

*Toy Delights Industry, Retailers and Parents with Fun Characters and Unpredictable Ball Play*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro Inc.'s](http://www.hasbro.com) (NASDAQ:HAS) PLAYSKOOL POPPIN' PARK ELEFUN BUSY BALL POPPER toy was named the Infant/Toddler Toy of the Year at the Toy Industry Association's Annual TOTY (Toy of the Year) Awards. The ELEFUN BUSY BALL POPPER toy combines the favorite ELEFUN character with the popular BUSY BALL POPPER toy to engage babies as they explore the world through ball play.



"We are thrilled that the Toy Industry Association has recognized the ELEFUN BUSY BALL POPPER toy as an outstanding toy for infants and toddlers," said Jerry Perez, Senior Vice President and Global Brand Leader for Hasbro [Playskool](http://www.playskool.com). "The PLAYSKOOL POPPIN PARK line launched in 2011 with a great response, and the ELEFUN BUSY BALL POPPER toy had an outstanding performance as one of the year's best-selling infant/toddler items."

Also selected as one of the Fabulous 15 on the 2011 Toys"R"Us Holiday Hot Toy List, the ELEFUN BUSY BALL POPPER toy offers babies unpredictable ball popping fun. Drop five colorful balls into the ELEFUN character's ears to pop out of the trunk or roll into the character's belly. Parents can help control the ball popping action as babies grow by moving the elephant's trunk, which rotates 360 degrees. Requires four "D" batteries, not included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://www.HasbroToyShop.com) for approximately \$32.99.

Hasbro will add new animal characters and ball play fun to the POPPIN PARK collection for 2012. Key items include the LEARN 'N POP LION toy, which helps teach little ones to count to ten in four different languages, available this Fall for babies nine months and up for the suggested retail price of \$19.99. Also new for Fall 2012 is the GIRAFFE TUMBLE TOP toy, which engages babies six months and up in cause and effect play for the suggested retail price of \$12.99.

Parents can join the conversation about the POPPIN PARK collection and other PLAYSKOOL products at [www.facebook.com/playskool](http://www.facebook.com/playskool) and [www.twitter.com/playskool](http://www.twitter.com/playskool) as well as view videos at [www.youtube.com/playskool](http://www.youtube.com/playskool).

### **About Hasbro, Inc.**

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a

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comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands

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